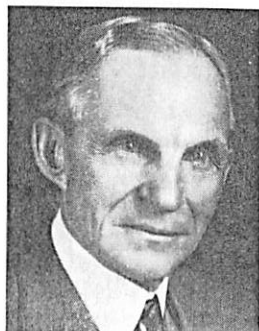


FORD



Ford Motor Company
Henry Ford



Ford Motor Company
Henry Ford II

FORD is the name of the family that built the Ford Motor Company into one of the largest industrial companies in the world.

Henry Ford (1863-1947) developed the mass-produced "Model T" automobile and sold it at a price the average person could afford. He pioneered in the use of assembly-line methods. Because of the savings in time and money made by mass production, Ford could offer more cars to the American public at a lower price than anyone before him. He sold more than 15 million "Model T's" over the 19-year period from 1908 to 1927. More than half the automobiles sold in the United States during that period were Fords.

Early Years. Ford was born on a farm which has since become part of the city of Dearborn, Mich. He attended grammar school near his home. Later he became a machinist in Detroit. He began to experiment with engines about 1890, and completed his first gasoline engine in 1893.

His first automobile, completed in 1896, is on exhibition at Dearborn, Mich. It is not at all like any present-day automobile. The body looks like a small, crude, wooden box. It has a single seat, a steering tiller, bicycle wheels, and an electric bell on the front. Ford made the cylinder of the engine from the exhaust pipe

of a steam engine, and made the flywheel out of wood. But this queer-looking car still runs.

The Industrialist. Ford organized the Ford Motor Company in 1903. At first, like his competitors, he made automobiles that only well-to-do people could afford. But later he came to believe that every man, no matter what his income, should own an automobile. The result was the inexpensive "Model T." It brought great financial success for him and his company. Ford drew national attention to this success early in 1914. He announced that from then on, the company would share its profits with its employees. At the same time, Ford cut the working day from 9 to 8 hours, and set the minimum wage for every employee over 21 years of age at \$5 a day. Up to that time, unskilled workers had been receiving \$1 a day and skilled workers, \$2.50 a day.

Ford believed that most of the profits should be used to increase the size of the company's factories. This was an unusual idea at that time. The other stockholders of the Ford Motor Company wanted to split the profits among themselves, in the form of dividends. Ford did not like this opposition, so he bought out all the other stockholders in 1919. From that time until January, 1956, the Ford family had sole control of the giant company.

The Pacifist and Philanthropist. In December, 1915, Ford paid the expenses of a "peace trip" to Europe for about 150 men and women. The group, though well intentioned, did not have the approval of the U.S. government, and broke up after a few weeks. Ford was first opposed to the United States' taking part in either World War I or II. After the country was at war, however, he used his plants to capacity in manufacturing war materials.

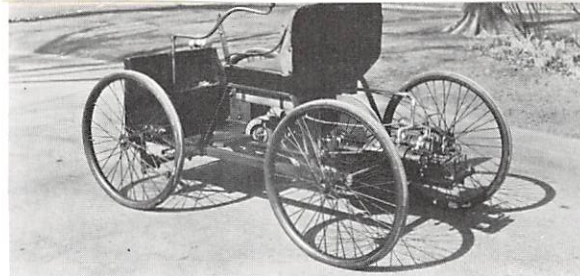
Ford developed the V-8 engine in 1932, a feature that many other automobile makers adopted later. He took a less active part in company affairs after that time, devoting himself to hobbies. He established Greenfield Village, a group of American historical buildings and landmarks, in Dearborn, Mich. (see GREENFIELD VILLAGE). He also established the Henry Ford Museum in Dearborn. The museum exhibits man's progress in such fields as science, invention, handicraft, transportation.



Henry Ford, foreground, stands with his first Ford automobile in front of the Detroit workshop where the car was built.

The steel industry. The smelting of steel is an important industry in the North Central States. Most of the materials needed in steelmaking can easily be transported to mills in this region. Much of the limestone needed by the blast furnaces comes from Michigan. The coal is brought from Illinois, West Virginia, and Kentucky. Lake Michigan provides millions of gallons of water used to cool the steel. The iron ore needed by the steel mills is shipped by boat to several ports such as Cleveland, Gary, Chicago, and Detroit. In these cities giant steel mills smelt the ore and produce tons of steel.

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Ford's first gasoline-driven automobile.

How Steel and Ideas Helped Build an Important Industry

If you had lived in Detroit in 1896, you might have overheard this conversation.

"Say, George, you should have seen Henry's gasoline buggy yesterday! It was the funniest thing I ever saw. You could hear it popping three blocks away. There was a thick, blue smoke coming from the engine. So many people stopped to watch it that carriages and wagons couldn't get through the streets. Horses were frightened and bolted down the street dragging carriages behind them. The police finally came and ordered Henry to get his machine off

the street. I just don't see why Henry wants to fool around with a smelly old gasoline buggy. It will never go as fast as a good horse!"

The gasoline buggy the men were talking about was the first car made by Henry Ford. It was a strange-looking machine with big bicycle wheels, an electric bell, and a bar for steering.

Other men were trying to make cars at this time, too. Mechanics and blacksmiths in many towns were experimenting with buggies and wagons that were run by crude gasoline engines.

After a while, companies were formed to make cars. A company was started by Mr. Ford. But these early cars were expensive. Few people could afford them. Finally, a number of years later, Mr. Ford had an idea.

"Instead of building each car separately, why don't we make the parts by machine and then put them together —> Assembly Line!"

A GREAT IDEA Assembly line for mass production



Henry Ford's first assembly line looks quite simple compared to those used today; yet it completely changed the way of making automobiles. Above is an early Ford plant.